



## **NBA AND CAFRICA SPORTS PARTNER TO TELEVISION GAMES AND PROGRAMMING IN 21 COUNTRIES IN SUB-SAHARAN AFRICA**

***- Multiyear Partnership Includes NBA All-Star Game and Live NBA Playoffs and Finals Games -***

**NEW YORK, Dec. 8, 2010** – The National Basketball Association (NBA) and CAfrica Sports today announced a new multiyear partnership that will provide fans in sub-Saharan Africa with NBA games and original programming.

CAfrica Sports will televise one NBA game of the week on Thursday, marquee NBA events including NBA All-Star, along with live games from the NBA Playoffs and The Finals. Thirty-six episodes of NBA Action, a globally renowned highlights show that captures the latest game action and league news, giving fans an inside look at the best players in the NBA, will also air across the entire CAfrica Sports network. All programming will be available in English and French.

“We are excited to continue our relationship with CAfrica Sports which brings unparalleled access to African viewers,” said Amadou Gallo Fall, NBA Vice President of Development in Africa. “As a high-quality broadcaster with the largest free-to-air network in sub-Saharan Africa, CAfrica Sports enables us to reach wider audiences with more live NBA games and programming.”

“NBA is a great partner for CAfrica Sports not only because it is one of the world’s leading sports leagues, but because it brings core values of determination, teamwork and hard work which appeal to all demographics and family viewing,” said Robert Fogler, Chief Executive Officer of CAfrica Sports. “We’re pleased to deliver the NBA to African viewers as the league inspires and unites – which is of vital importance to CAfrica Sports as well as our sponsors and advertisers who seek to connect their brands with African viewers.”

### **About the NBA**

The NBA, founded in 1946, is a professional sports league and global business that features 30 teams in the United States and Canada. During the 2010-11 season, NBA games will reach 215 countries and territories in more than 40 languages. Official NBA rosters currently feature 85 players from 39 countries and territories. NBA merchandise is sold in more than 100,000 stores in 100 countries on six continents. NBA.com averages more than 26 million page views per day, with more than 50 percent of the site’s visitors coming from outside of North America. Through NBA Cares, the league, its teams and players have donated more than \$145 million to charity, completed more than 1.4 million hours of hands-on community service, and created more than 525 places where kids and families can live, learn, or play.

**About CAfrica Sports**

CAfrica Sports is a U.S.-based television broadcasting company that delivers premium sports programs through a formal network of free-to-air broadcasters in sub-Saharan Africa. The company's broadcast network spans more than 20 countries reaching a combined population of more than 300 million consumers, effectively making CAfrica Sports the broadest free-to-air TV sports network in Africa. CAfrica Sports broadcast model provides a single point of distribution for multinational sponsors and advertisers seeking cross-continent marketing opportunities. Equally important, CAfrica Sports helps sponsors and advertisers understand market dynamics, challenges and opportunities so they may advance their brands and tap Africa's vibrant and growing markets. Learn more at [www.CAfricaSports.com](http://www.CAfricaSports.com).

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